



中国游戏开发者大会
China Game Developers Conference 2010

PLANTS vs. ZOMBIES™

CREATING A MONSTER HIT

James Gwertzman

Vice President, PopCap Asia/Pacific



What is Plants vs. Zombies?



PopCap's Fastest Selling Game

- More than 1,500,000 copies sold so far
 - More than 15M+ downloads for
- Available on PC, Mac, iPhone, iPad, Xbox
 - Over \$1M from iPhone AppStore in 1st week
 - #1 title on iPhone in China; top 10 on iPad



Plants vs. Zombies Popularity



中国游戏开发者大会
China Game Developers Conference 2010



An “Industry” Favorite

The top “casual” game in the world

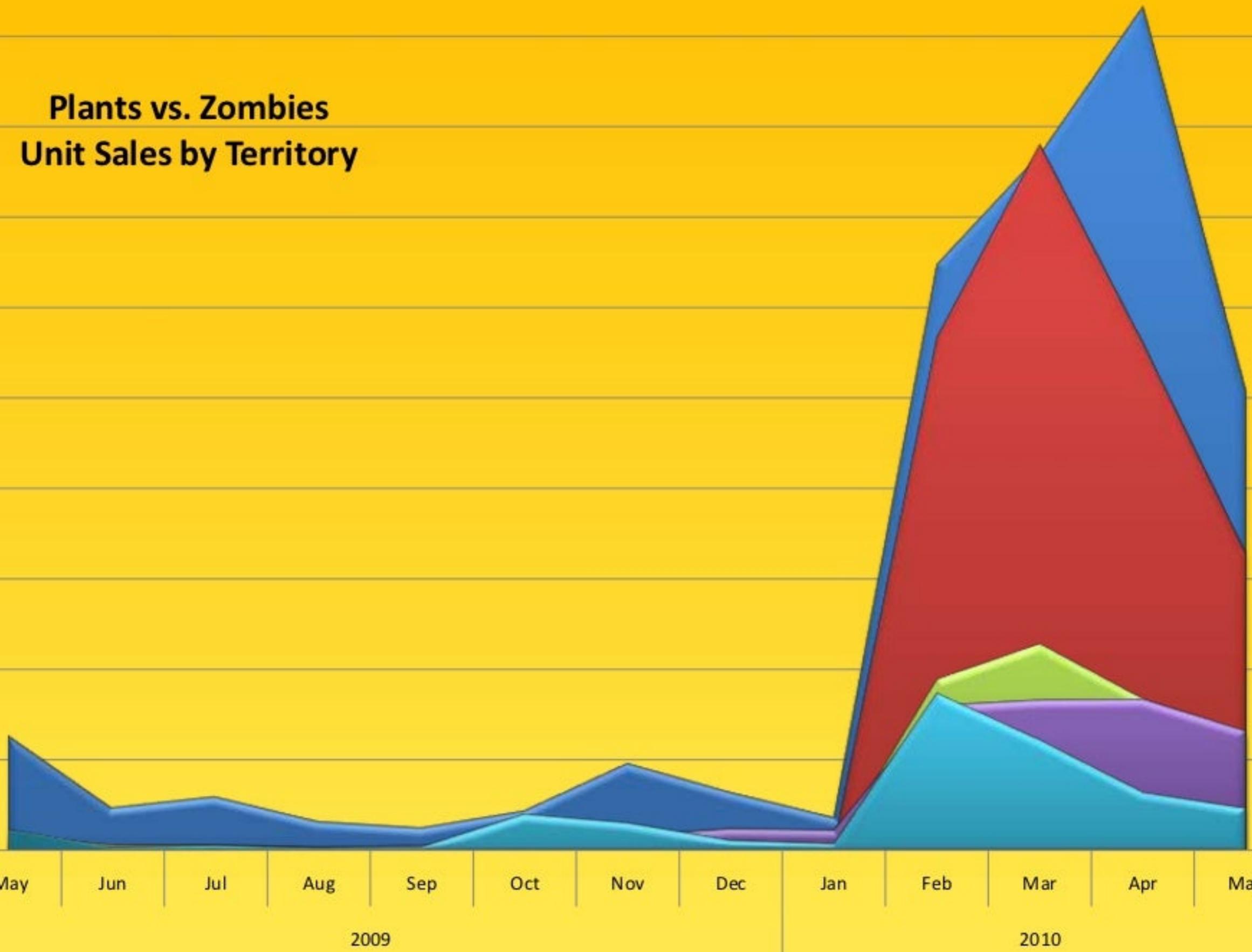
- Puzzle Game of The Year (2009), [PC Gamer](#)
- Nominee, Outstanding Achievement in Game Design (2009), [Academy of Interactive Arts & Sciences](#)
- Nominee, Casual Game of the Year (2009), [Academy of Interactive Arts & Sciences](#)
- Nominee, Best Downloadable Game (2009), [Game Developers Choice Awards](#)
- Nominee, Best Innovation in Game Design (2009), [Game Developers Choice Awards](#)
- Nominee, Best Game Design (2009), [Game Developers Choice Awards](#)
- Best Downloadable PC Game of 2009, [CrispyGamer.com](#)
- Top Casual Games of 2009, [AdrenalineVault](#)
- Casual Game of The Year (2009), [Chicago Sun-Times](#)
- Finalist, Best PC Strategy Game 2009, [IGN.com](#)
- Inductee, Game Hall of Fame (2009), [MacWorld](#)
- Nominee, Best Strategy Game of 2009, [Gamespot](#)
- Best Games of 2009 (#3), [PadsAndPanels.com](#)
- Best PC Game of 2009, Boysie Awards ([Boys' Life Magazine](#))
- Best Hand-held & Downloadable Games of 2009, [San Jose Mercury News](#)
- Top 5 Games of 2009 (#5), [MTV.com](#)

- Top 20 Downloadable Games, [Machinima.com](#)
- Top 10 Games of 2009, [IGN.com](#)
- Best Downloadable Game of the Year, [Awards](#)
- Best Games of 2009, [IGN.com](#)
- Best Strategy Game of the Year (2009), [IGN.com](#)
- Finalist, PC Game of the Year, [Awards \(2009\)](#)
- Finalist, Downloadable Game of the Year, [Video Game Awards](#)
- Editor's Choice, [Maximum Geek](#)
- Editor's Choice, [AdrenalineVault](#)
- Editor's Choice, [Chicago Sun-Times](#)
- Editor's Choice, [IGN.com](#)
- Editor's Choice, [MacWorld](#)
- Elite Award, [Gamespot](#)
- Elite Award, [IGN.com](#)
- Elite Award, [PadsAndPanels.com](#)
- Elite Award, [San Jose Mercury News](#)
- Elite Award, [MTV.com](#)

A Global Award-Winning Phenomenon



Plants vs. Zombies Unit Sales by Territory



Zombie Temp Worker



George Fan
Game Designer

Laura Shigihara
Sound / Music



Tod Semple
Programmer



Rich Werner
Art

1. Be inspired by other
games, but innovate too.



Quests

Menü (F10)

Verbündete

Log (F12)



4238



0



0

Keine Kosten

Level 36 in:

00:00:04

Level 35

UninFarlaub

53

Pflaumi

44

boon[GI]b

21

Schooled / Quit

0

Schooled / Quit

0

Schooled

0

Quit

0

You've just received 1 lumber.
You can use it to summon an Elemental to gain its power.



Time: 16

Level: 13

Lives: 5

Gold: 35

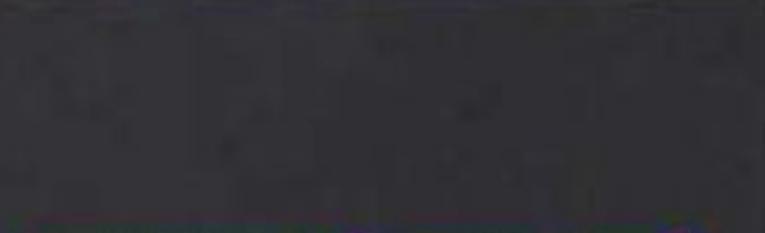
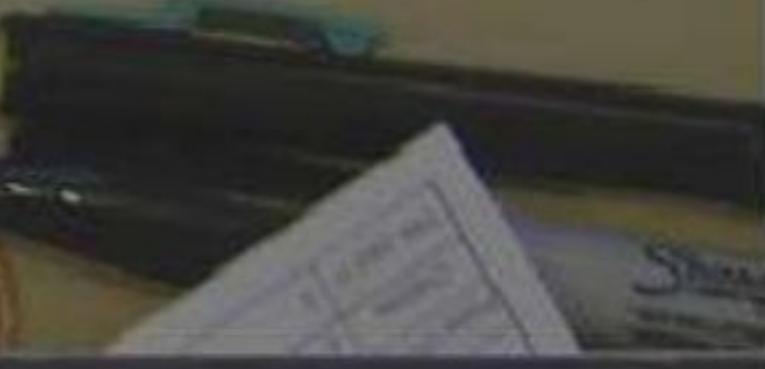
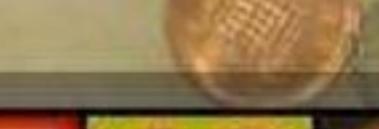
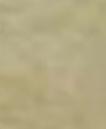
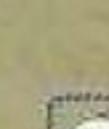
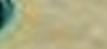
Score: 305

PAUSE

RESET

Normal Mode

Send next level



NO GRID

MUTE

NG

NORMAL

BOSS

GROUP

IMMUNE

FAST

FLYING

NORMAL

NORM





Swiss Family Robinson

(aka “Castaways vs. Pirates”)











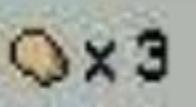








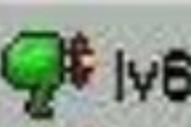
\$100



\$250



\$400



lv6

\$1000



\$5000

Money: 2600





Tank 2-3

ADD / REMOVE PETS



PRESTO

Change PRESTO into
any of your other pets
by right-clicking on him.

RETURN TO TANK

Suburban Almanac - Plants

ZOMBIE BURNT BEEF							
100 ☼	50 ☼	150 ☼	50 ☼	25 ☼	175 ☼	150 ☼	200 ☼
ZOMBIE BURNT BEEF							
0 ☼	25 ☼	75 ☼	75 ☼	75 ☼	25 ☼	75 ☼	125 ☼
ZOMBIE BURNT BEEF							
25 ☼	50 ☼	325 ☼	25 ☼	125 ☼	100 ☼	175 ☼	125 ☼
ZOMBIE BURNT BEEF							
0 ☼	25 ☼	125 ☼	100 ☼	125 ☼	125 ☼	125 ☼	100 ☼
ZOMBIE BURNT BEEF							
100 ☼	25 ☼	100 ☼	75 ☼	50 ☼	100 ☼	50 ☼	300 ☼
ZOMBIE BURNT BEEF							
250 ☼	150 ☼						



JALAPENO

Jalapenos destroy an entire lane of zombies.

Damage: Massive

Range: all zombies in a lane

Usage: single use, instant

"NNNNNGGGGG!!!!!!" Jalapeno says. He's not going to explode, not this time. But soon. Oh, so soon. It's close. He knows it, he can feel it, his whole life's been leading up to this moment.

Cost: 125

Recharge: very slow

2. Prototype your ideas.

“Play early, play often....”

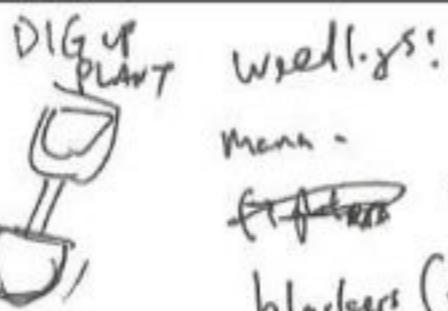
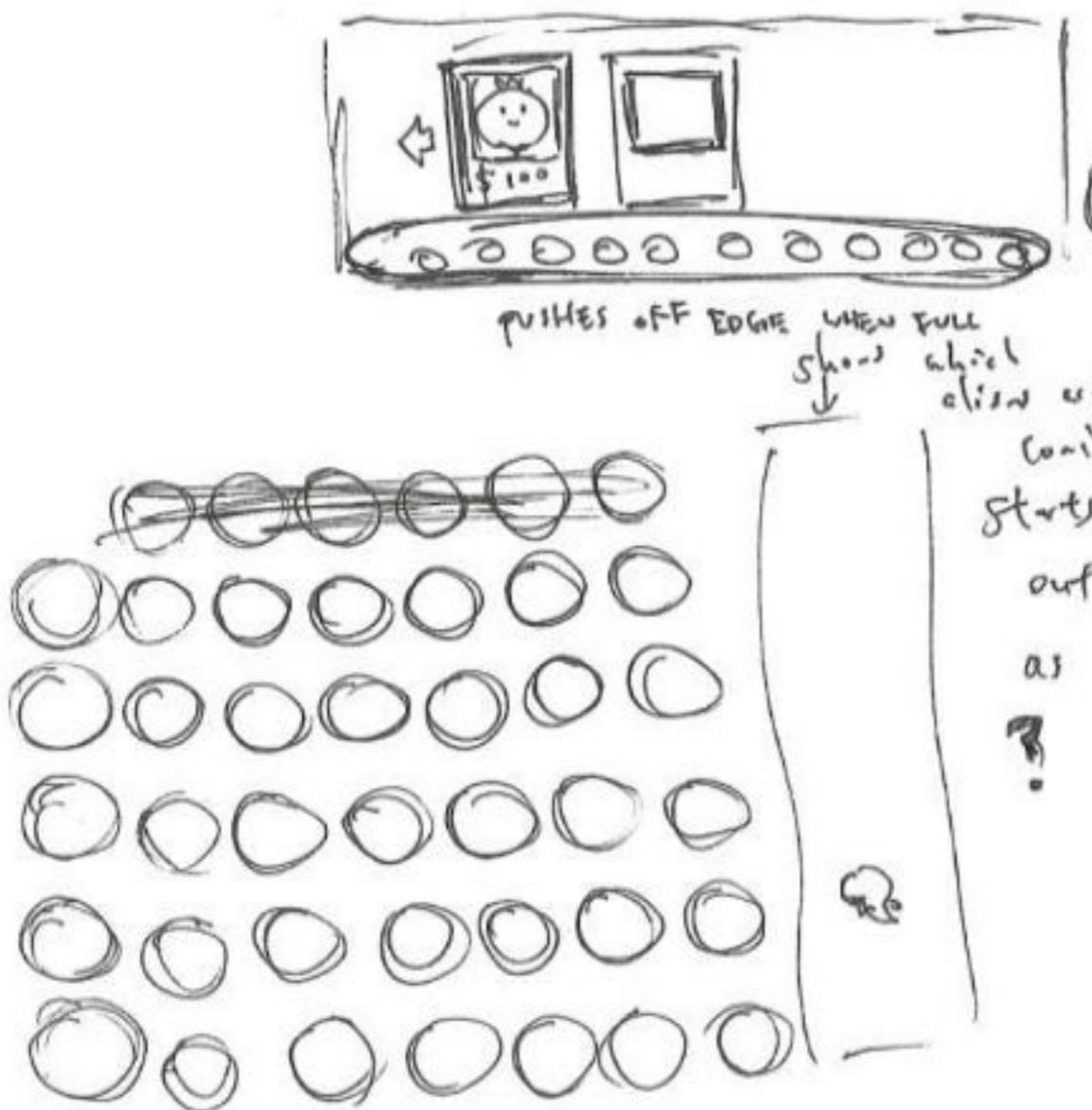




150



3. Add fun, remove
frustration.



weeds!

man -

~~fire~~ projectile

blockers (slowers/entanglers)

big spikes

big blockers

waterers ↑ ↓

2x1

1x2

alien

bomb/trap

1
x trap



power enhancer



anti-flyer

burst o' money

fertilizer maker
sent seed-packets

Alien reminig:

Alien types

Jumping aliens

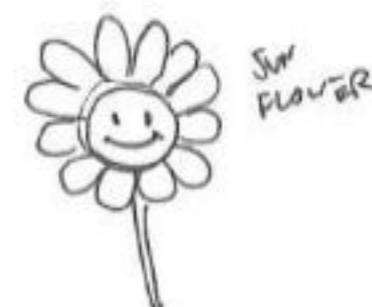
normal

flying

fire (use water)

double jumper

HARVEST SUN = MANA
SUN DAZZLED DOWN



alien only attack
uses with plants in them

2 players : send alien down,

ooo only fight side
is revealed.



- no tossing...
too annoying





PSYCHO SQUID



Dove



SPKE

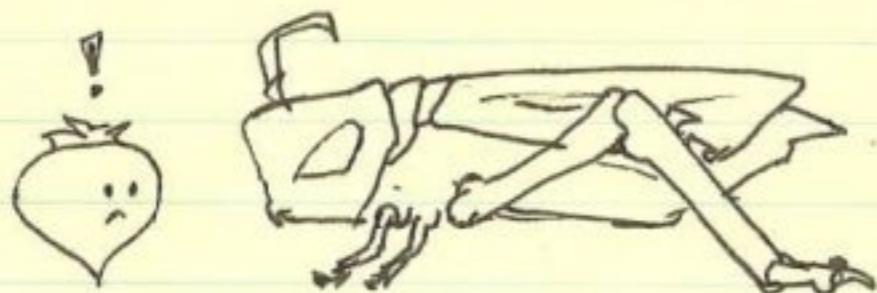
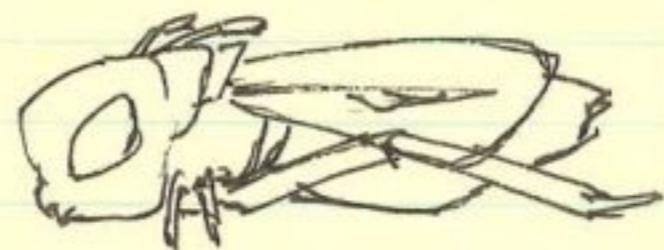
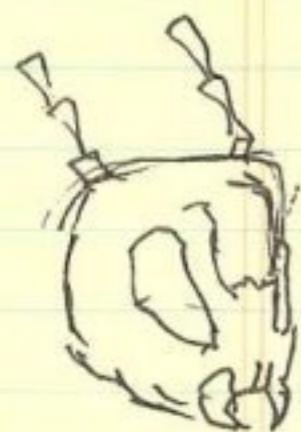


HOLE



TART BAT



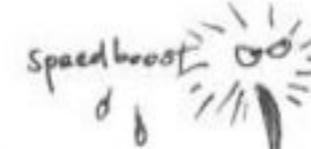




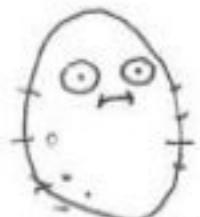
CHERRY BOMB



small after



speed boost



DUMB IMPUPTO
(Temporary)
or wall



DISGUSTING
SPROUT



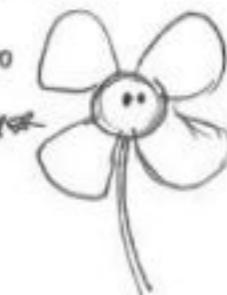
CLOWN
spits
Slow down
Hyper
or Push punch
click



LOTS OF HP



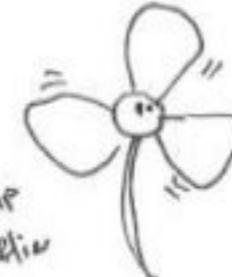
NAPALM
NAPALM
NAPALM PEPPER



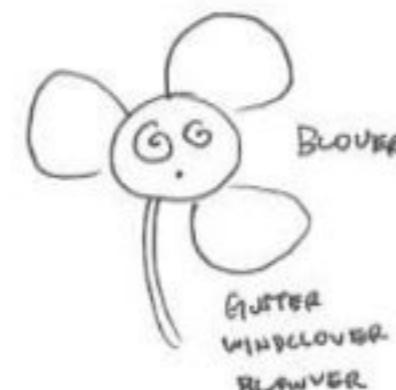
CABBAGE PLANT
WATERBOTTLE
HORNED?



FLY TRAP
Insect repellent



Z-peeler

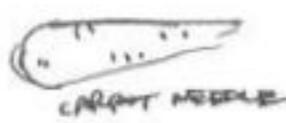


BLOWER

GLITTER
WINDFLOWER
BLOWVER

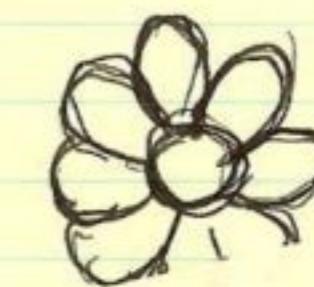
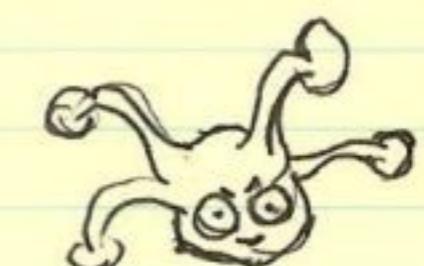
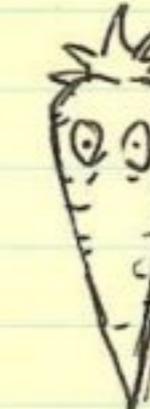


MILD
MUSHROOM



CARROT NEEDLE

rotator



Plantasia

March, 2006

5628

Spells

1

4

1

1



Pause



Chapter 2-1

CREATE

6000



Flower Shop

December, 2006



Alice Greenfingers

June, 2007



menu ▾

shop ▾

\$1,882

MODE

Menu



Garden Defense

November, 2007

\$104 972

WAVE
4/30

Speed



4. Don't be afraid to be creative.



5. Don't worry about the name*.

* too much

PIANTS VS. ZOMBIES

VERSION 1.0

LOAD



LAWN OF THE DEAD

JUL 13 2007 BUILD

LOADING

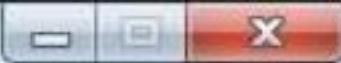
WHEN THERE'S NO MORE ROOM IN HELL,
THE DEAD WILL WALK THE EARTH.

DAWN OF THE DEAD

A blurry, close-up shot of several zombie hands reaching through a dark, textured surface, likely a window pane. The hands are pale and have a skeletal appearance.

NOW PLAYING
www.DAWNoftheDEADMOVIE.NET





Plants Vs. Zombies!

EARTH DAY (APRIL 22 2008) BUILD

[CLICK HERE TO PLAY!](#)

Build of the Dead (Sept 5 2008)

ZOM-BOTANY



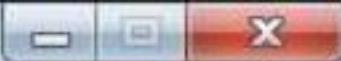


BLOOM & DOOM





- Lawn of the Dead
- Sod of the Dead
- Backyard of Darkness
- 28 Shrubs Later
- Suburban Housewives in Zombie Town
- Suburban House of the Dead
- Corpseflower 3-D
- Re-Mowerator
- Culdesac of the Living Dead
- Lawnbie Genocide
- Lawnbie Holocaust
- Lawnbie Nightmare
- Lawnbie Town
- Yard of the Dead
- Get off My Lawn
- Lawn Zombies
- Suburiundead
- Dachschund of the Dead?
- Suburb of the Living Dead
- Zomburb
- Zomburbia
- Tract Home of the Living Dead
- Zombies vs Plants
- Plants vs Zombies
- Zombie Garden
- Torture Garden
- Gruesome Garden
- Rest in Peas
- Peas Stop the Zombies!
- Dead Lawn
- Miracle Zombie
- Weedz :) (no idea just like it)
- DeadThumb (you know instead of a green thumb)
- Piece Corpse
- The Limb Reaper
- Field of Screams
- Undead Lawn
- Lawn Zombies
- DeadWeed
- Undead Landscaping
- Landscape of the Dead
- Dead Man Mowing
- Plants vs Zombies
- Suburban Nightmare
- Zombies Ate my Garden
- Dead Men Don't Grow
- Flower Garden vs The Unholy Zombie Apocolypse
- Plantocalypse
- Zombiegeddon
- Graveyard Garden
- Grave-Yard
- Land-E-scape
- Grave and Garden
- Horticulture of Horror
- Horticultural Horror
- Seeds of the Undead
- Seizure Salad
- Green Fingers
- Better Graves and Gardens
- Fright Fight
- Day of the Daffodil
- Morticulture
- Zombie Lawnmower!
- Plot Rot
- Six Feet Poolside
- Jesus Lives!
- Undead and Property Taxes
- Trading Corpses
- Weed Eaters
- The Body Thatchers
- The Bury Patch
- Zombie LeafEaters!
- Suburban Zombie
- Undead Garden
- Zombie Suburb Attack
- Attack of the Suburban G
- Rotting Green Thumbs
- GAZEBO OF THE DAMNED
- Can I Borrow a Cup of Brains?
- White Picket Crosses
- Cherry Dead Tomatoes
- Mortem Stuart Dying
- Keeping Alive With the Joneses
- Hey That's Not Organic!
- Keep off the Grass! [Or die!]
- Mr. Toad's Wild Lawn
- Gravetending
- Shamblefest
- Night of the Shambling Dead
- March of the Zombies
- When Zombies Attack (part 3)
- Zombie Siege
- Gangrene Thumb
- Gangrene Thumb
- Lawnarchy
- Lawnslaughter
- Mowtilation
- Loony Lawn
- WackoWeeds
- MowzombEEK!
- Weed&Feed
- Mowghouls
- Luny Lawnatics
- Mowtown Mowdown
- Lawnfellows
- LawnAmok
- Zombie Rose
- BoneYard
- ZombieThumb
- Pray For Sun
- I will eat your garden
- Plant Eaterz
- The Attack of the Tomato Killers
- Z is for Zombie
- Sod Andy
- When Zombies Attack!
- Dial Z for Zombie
- Hey you zombies, get off my lawn!
- A Crop Eclipse Now
- Photosynthesize or Die
- Bloom or Doom: A game of gardens and ghouls
- VooDoo Quince
- Petraeus' Plant Simulator
- Sowing the Seeds of Shove
- Plow and Death
- Plot in Hell
- Fertilizer Frenzy
- Post-Humus Gardening
- Plant or Perish
- Garden Ghouls
- Ghouls in the Grass
- Plantz
- Zombies (kinda wierd, I know. also kinda taken)
- Zombie Zap
- Gang Green Thumb (repeat with different spelling)
- Green Thumb Ghouls
- The Vegetarian Dead: "Beeaaaannnnssss"
- Zombies ate my beans!
- Creepy Ghouls and Gardening ToolsAttack of the Vegan Zombies!
- Flowerbed Dead
- Beanstalkers



PLANTS VS ZOMBIES



3. Add fun, remove frustration.





CHOOSE YOUR SEEDS!



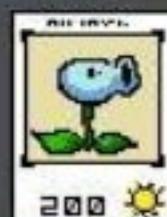
(CLEAR)

LET'S ROCK!

(RANDOM)



Insaniquarium Deluxe 1.0



200



300

75



LEVEL 3

MENU

WAVE 10 OF 15



Choosing the Artist

Artist #1



Artist #2



Artist #3



Artist #4
(Rich Warner)



Original Concept
(George Fan)



Rich Warner #2



Rich Warner #3



"Art challenges technology, technology inspires the art"

John Lasseter



PIXAR



“Yeah it's been really great to work at PopCap where I can run with my own ideas. When I worked at Lucas Arts, I did the character animation system for Star Wars Force Unleashed. I used a lot of 3D animation techniques in my “Reanimation” system for PvZ. The first character we did was the Peashooter and I like how we were able to have his head animate independently from his body so that he can shoot from any position. I'm really happy with how the animations are smooth without any pops.

“Each person on a game gets to add their own personal touch. George of course put in many things like his signature character design and addictive game play. Rich's art style really brought the character to life. And the thing that I'm most proud of adding was the silky smooth animation system.”

-- Tod Semple

6. Share creative ownership
with the team.





7. Test early, test often.
Encourage feedback!

Project Burrito 0.84 - [Games\Plants vs. Zombies\Deluxe]

File Edit Projects View Tools Help

Games\Plants vs. Zombies

Item Name	Assigned To	Deadline	Last User	Last Change
the zombies won			tod	03/16/09
• the TAGLINE			ben	03/13/09
• Credits Movie			john	03/09/09
Typos in LawnStrings.txt			stephen	02/24/09
• Readme			stephen	02/14/09
• monitor change crash			srankin	02/22/09
• T SHIRT design ideas thread.			john	10/17/09
Latest Build Comments			miker	05/09/09
• Concern with the Zomboni and that fuzzy grey legal a... nlemaster	nlemaster		nlemaster	02/25/09
• Possible concern about the thorn impact graphic (ca... astein	astein		astein	11/07/08
• I think the zombies were out late last night tod	tod		tod	10/29/08
• Whoever sent the remote control zombies... thowland	thowland		thowland	10/22/08
Moustache Mode	shawn		shawn	09/26/09
Survival crash	josh		josh	09/16/08
Grave bug	andy		andy	10/02/08
The Zombies have cheated... I mean, won.	srankin		srankin	09/20/08
• CrazyDave spotings.. chad	chad		chad	07/29/08

• Latest Build Comments

Do lady zombies even exist? ;-)

gelliott 04/04/09 I can't remember if I've mentioned this in here before, but I mentioned it to a couple of peeps here in the office and they said I should post it.
It'd be cool if Wall Nut First Aid would also allow you to repair Spike Rocks in the same manner.

gelliott 03/25/09 One more suggestion... would it be possible to have the seed bar "pop over" the attacking zombies when your mouse is hovering over it?
In one game I had a large horde (6-8) of Gigas advancing along the top row and it completely blocked the seed bar, making it very difficult to choose seeds to plant.

gelliott 03/25/09 Finally got overrun at 41 flags.
I think I like the current difficulty of Endless, but do think it could use a little smoothing. My experience with Gigas at level 10 before even seeing regular Gargantuans was probably just a fluke of randomization, but I think it would be best if that fluke could be eliminated.
Other than that, Endless seems pretty good to me now. Most people probably aren't going to play through 40 flags in one sitting (can you say Carpal Tunnel?), but that does seem like a pretty good length for a successful game.
I didn't experience Larry's sudden ramp-up in difficulty during the low 20s, but I did notice one in the late 30s. Until that point there was a "safe" period during the early part of the odd numbered flags when you could frantically rebuild, but at some point in the late 30s that safe time vanished and the Zombonis/Basketpuffs/Gargantuans started showing up right away. That seemed rather abrupt... it would be nice to have those "early" super zombies show up in smaller waves that ramp up instead of abruptly all at once.

thowland 03/25/09 That's a good idea.

andy 03/25/09 It should be a \$3 add on to the game.

tenglish 03/25/09 The tree of life (or knowledge I can never remember the name) seems incredibly broken to me. It suffers from the chicken an egg issue. It takes so much money to buy the tree and grow it that by the time you have the money to do so you already know all the knowledge that it is giving you. I think it would make way more sense for crazy dave to give it to you within the first couple of levels and just have it automatically grow as the game progresses (maybe your fertilizing its?soil with the dead zombies in your yard).

gelliott Made it to level 40 and experienced something strange... but nice. It's the 2nd or 3rd time I've seen it, so it just might be deliberate. My defenses are slowly collapsing now so the end

New Item Comment Custom View Default

Ready Connected to burrito

Games\Plants vs. Zombies\Deluxe - Latest Build Comments

User Name	Date Created
slantz	11/17/07 16:26

So my wife just played that new Garden Defense game today, and I was hitting her up for feedback about that and, by extension, Lawn of the Dead (which

One thi
think s
Geeks
off until
Aggres
obvious
place b
determ
After ge
sunflow
once th
Garden
your su
relation
DO und
I'm not
casual audienc
File
File
File Name

File Name Date Modified

Type Change
 State Change
 Assigned To
 Deadline
 Notify
 Anonymous

Close

Games\Plants vs. Zombies\Deluxe - Latest Build Comments

User Name	Date Created
josh	11/20/07 09:55

Perhaps in the first few levels, there could be reserved spots for sunflowers. These would be patches in which there would be a silhouette of a sunflower, indicating that you really should put one there.

Type Change

Close

Games\Plants vs. Zombies\Deluxe - Latest Build Comments

User Name	Date Created
josh	11/21/07 15:35

That sounds pretty good. It may be nice to start off with some extra cash in those first few levels as well.

Type Change

Close

Games\Plants vs. Zombies\Deluxe - Latest Build Comments

User Name	Date Created
athompson	11/20/07 12:59

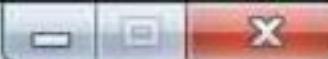
OK, my time to chime in. As a target market (47yo female) I'm really glad to see this topic raised. I got frustrated very early with LotD (and repeatedly stopped playing it) for several reasons/perceptions--I didn't have a clue about the value of sunflowers or what to do with a blank backyard, the startup of 200 units got consumed too quickly (especially when I was smart enough to buy sunflowers), the seeds recharged too slowly, and the sunshine generated too slowly to get the credits to obtain more sunflowers/defenses. Dull, dull, dull, just sitting there waiting for enough sun to develop and seeds to recharge, and then more dull frustration to sit by as zombies took my yard while I WANTED to plant, guessed good places to plant, and could do nothing about it because of the paltry economy or slow sun/seed recharge.

It was weeks before I finally hung in there long enough to make it past the first few levels because it was soooooo sloooooow to reach a satisfying sense of success. Now I'm at level 2-6 and really getting into the whole down-with-zombies thing. (I'm also glad the game restarts where I left off, instead of making me go back to level 1, when I die the gruesome zombie death.)

Type Change
 State Change
 Assigned To
 Deadline
 Notify
 Anonymous

Close

Pop Cap



200



MENU

LEVEL 1-2





50

MENU

LEVEL 1-4



Menu



25



100



50



LEVEL 1-2

8. Prevent players from making bad choices.

Ideally solve for new players without impacting experienced players; don't rely on instructions.



200

SUN

MENU

LEVEL 1-5





50



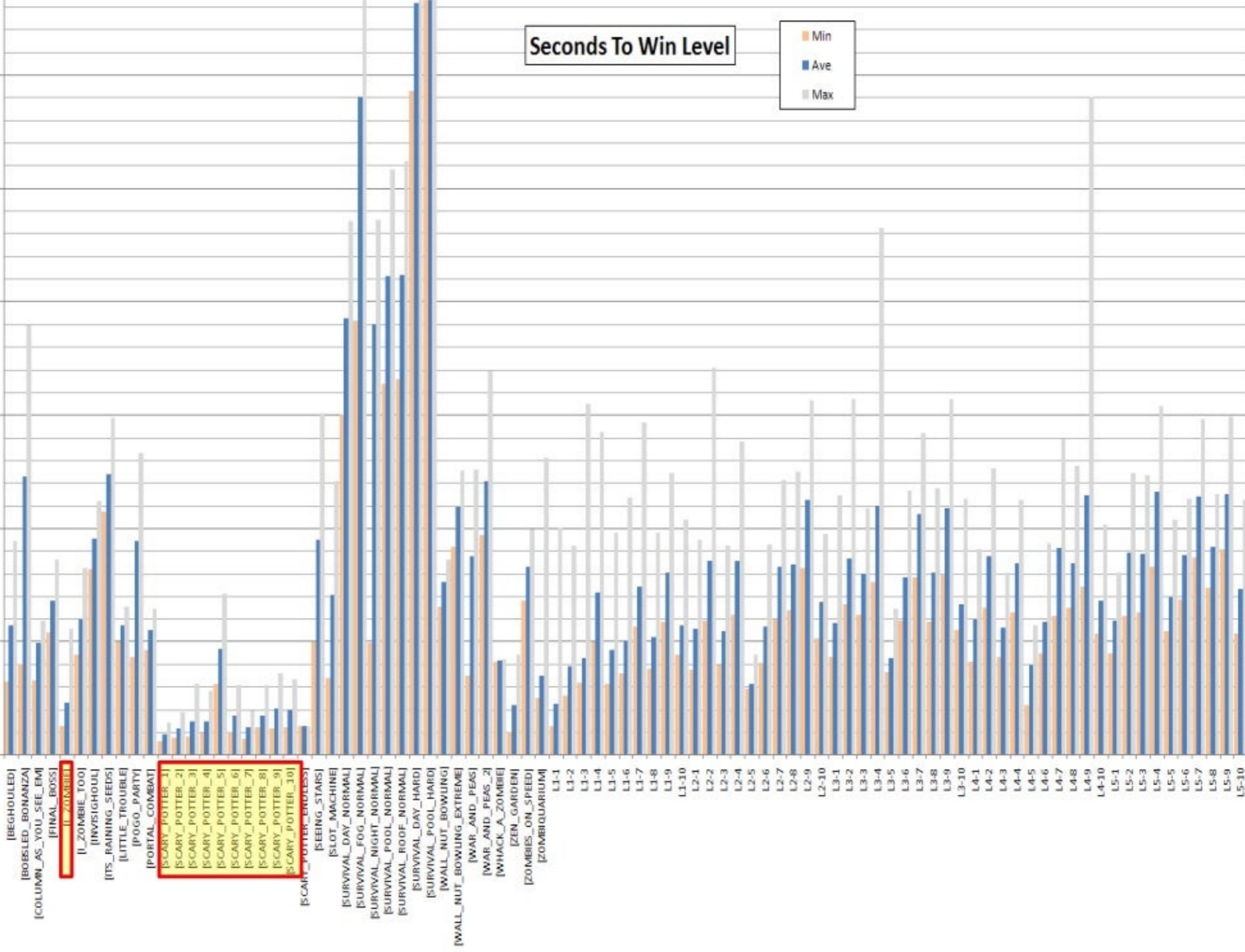
MENU

LEVEL 15

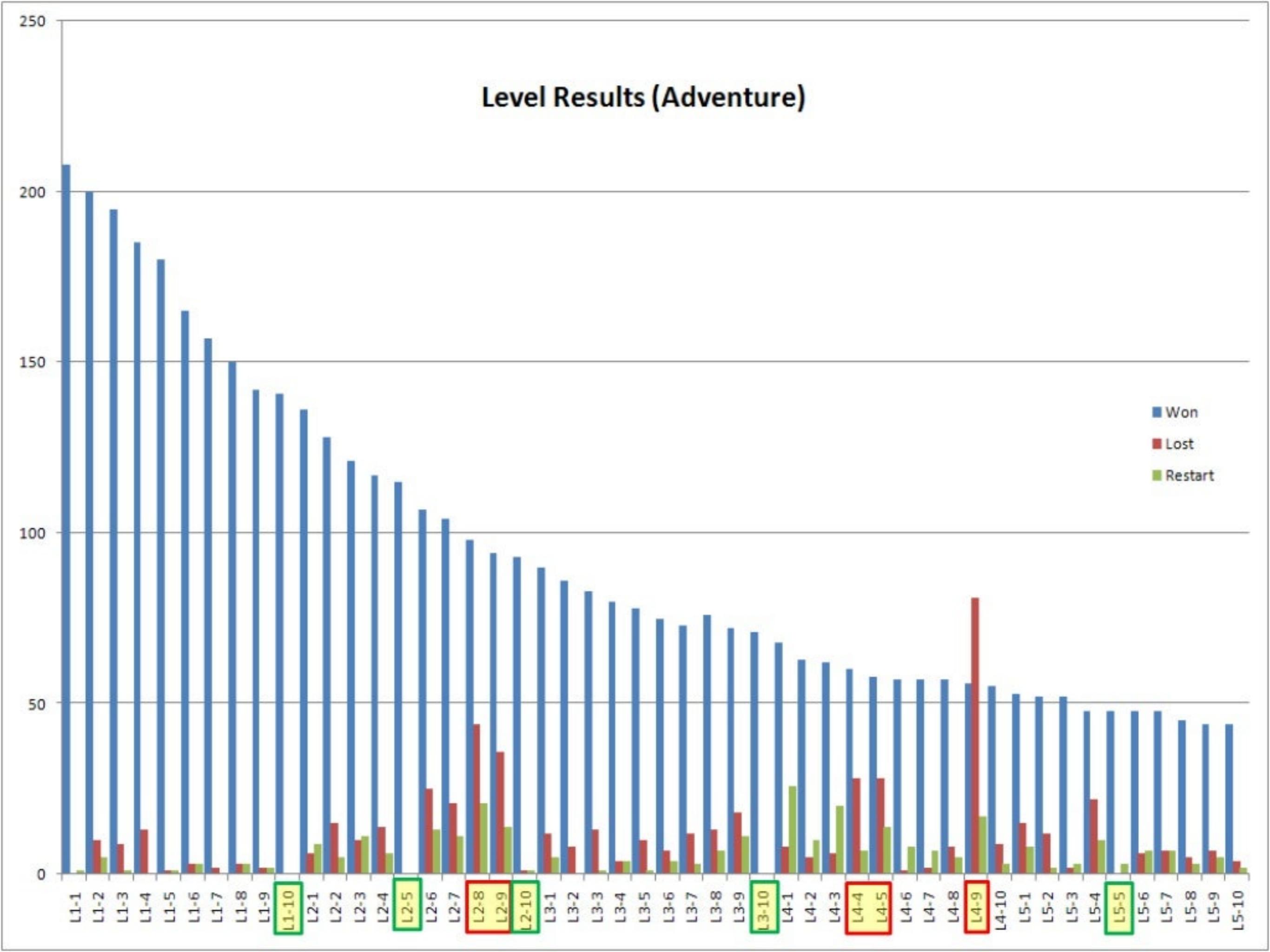


9. Measure....

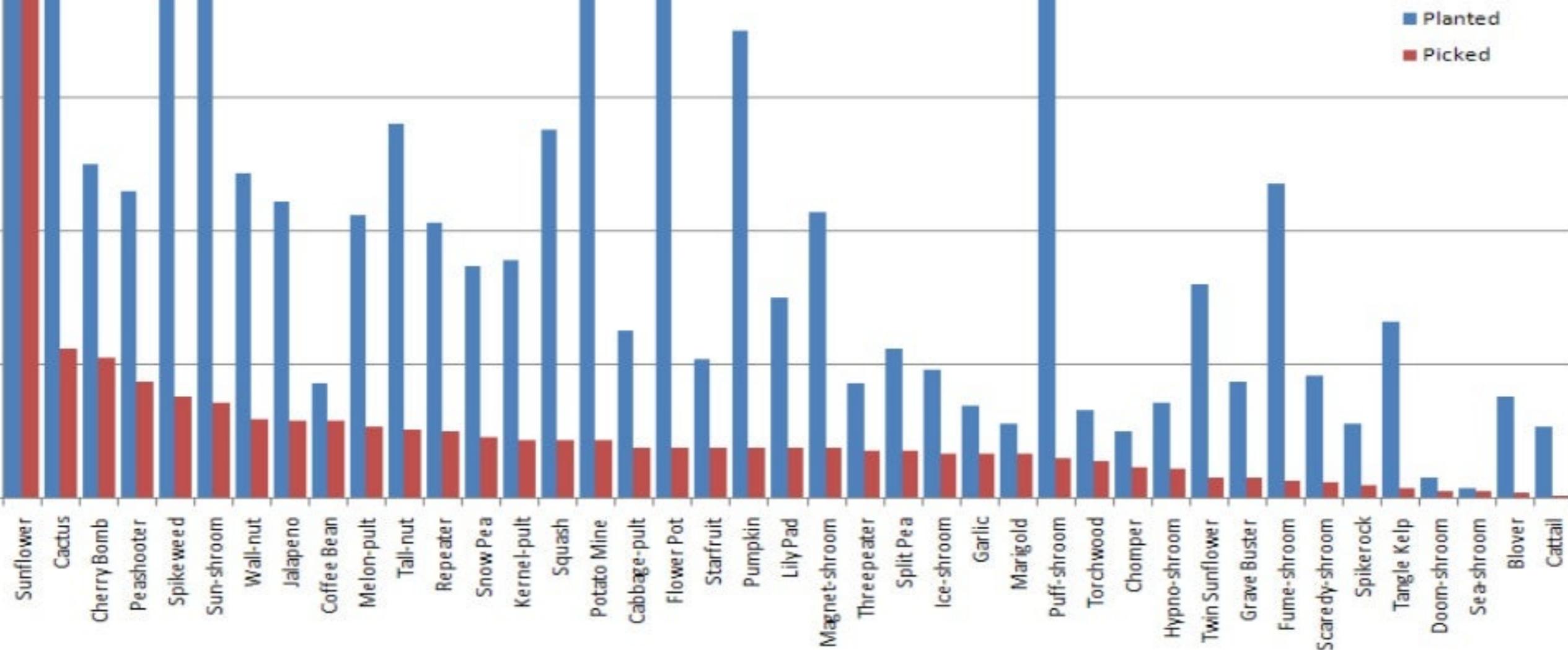




Level Results (Adventure)



Plants sorted by Times Picked (after adventure)



10. Have fun!!!!





Games\Plants vs. Zombies\Deluxe - Latest Build

User Name Date Created Notify Users

george 04/01/08 23:53 anthony; ben; bill; brian; chris

Close

Yes! A new build is finally here!

Inspired by the popularity of the Zombie Bobsled Team, we've added a whole new Ice Area to the game! This build showcases this new area, and we think you'll find these ice levels some of the most strategic & exhilarating levels ever! So without further ado, we're proud to bring you:

A Whole New Area! Ice Levels!!
-8 whole new levels of nonstop action!
-Face down tons of new zombies in a whole new zone!
-Can you handle the zombie-yetis?!
-New ambient ice effects!

Type Change
 State Change
 Assigned To
 Deadline
 Notify
 Anonymous

File Name	Size	Date Modified
WinLawnSetup.exe	22011 KB	04/01/08 13:06



Menu



50



100



150



75



200



200



200



200



ICE LEVEL



LEVEL PROGRESS



- Woah. I love the abominable snow zombies. Those are awesome. Best build yet!
- On the level with the yeti zombies, is there any way to unfreeze your sunflowers after they get snowballed? I tried fireballs but to no avail.
- Whoa, Santa Zombies!
- I still don't understand what I'm supposed to do about the polar bears or why they are even in this game.
- Dude. They drop the pies you need to feed the Yetis to quell their rage. You know- when they scream "TUNDRAAAAAA!" It'll make sense eventually. Keep playing.

SUBURBAN ALMANAC - ZOMBIES



Zombie Yeti

A rare and curious creature.

Toughness: high

Special: runs away after a short while

Little is known about the Zombie Yeti other than his name, birth date, social security number, educational history, past work experience and sandwich preference (roast beef and Swiss).



Summary

1. Be inspired by other games, but innovate too.
2. Prototype your ideas.
3. Add fun, remove frustration.
4. Don't be afraid to be creative.
5. Don't worry about the name.
6. Share creative ownership with the team.
7. Test early, test often. Encourage feedback.
8. Prevent players from making bad choices.
9. Measure.
10. Have fun!!



About PopCap Shanghai

- Set up in 2008
- 75+ Employees
- Working on new online & social games
- “In Asia, for Asia”



The End

There's a zombie on your lawn